

Fringe area

In the fringe area outside the core, most of the space is used for residential use followed in importance by wholesale use (Bunn and Company, Wakelon Grain Company, Little River Ice Company, etc.). Secondary trade is the next major use of buildings; it includes automobile sales (Chevrolet and Pontiac dealers etc.). There are also two large churches located in the fringe area (Baptist and Methodist Churches).

Each category of building space beginning with primary trade is discussed below.

FLOOR SPACE BY CATEGORY

Primary Trade

The primary trade land use category includes: department stores (Farmer's, Pope's, and Antone's); variety stores (Hunter's Five and Ten); clothing stores (Frank Kannon's), and other similar stores. All primary trade uses are located in the core area.

Uses of this type should be located where pedestrian concentrations are greatest, as on Arendell Avenue. For primary trade items shoppers like to make comparison in style, price, etc. before buying; therefore, these establishments should be located in close proximity to each other with convenient walk access.

Secondary Trade

This land use includes establishments selling furniture (Whitley's and Zebulon Furniture); hardware (Debnann); appliance (Western Auto, Appliance Towers, and Maytag store); and automobile sales (Chevrolet and Buick Dealers), etc. All of secondary trade establishments are located in the core area except the automobile sales establishments which are in the fringe area.

Secondary trade establishments sell high bulk items that require considerable floor space for display. New uses of this type are locating in the fringe area where the prices of land is more economical.

Vehicle rather than pedestrian access is more important for secondary trade establishments.